

NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

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PROTECTING THE INTERESTS OF AFFORDABLE HOUSING PROPERTY MANAGERS AND OWNERS

NAHMA Certifies COQ Corporate Partnership with Smart Badges

Alexandria, Va., June 7, 2017 — Nowadays it is hard to know what can be trusted on the internet. When it comes to the National Affordable Housing Management Association (NAHMA)'s [Communities of Quality](#) (COQ) program, the association does not want there to be any doubt. Therefore, NAHMA is proud to announce it is implementing digital smart badges for its COQ Corporate Partners and their corresponding COQ nationally recognized properties.

The badges are images created by HTML code to be incorporated into a company's or community's website. If a visitor clicks on the badge, a verification webpage pops up ensuring NAHMA has certified the property or company as a COQ [Corporate Partner](#). If for any reason, the COQ designation is rescinded by NAHMA or allowed to lapse by the company or property, the association can invalidate the smart badge. The association is working with Yoshki Ltd., an online brand protection and image management company, to implement and maintain the smart badge program.

"The smart badges are a way to promote COQ success stories and promote the achievement of our COQ Corporate Partners," Kris Cook, CAE, NAHMA executive director, said. "The badges can't be copied and have to be verified by us, so people can be sure the company is adhering to the strict standards set by the COQ program."

One of the goals of the COQ National Recognition program is to identify the best multifamily affordable housing communities across the country, for excellence in the physical, financial and social condition of the property. Sites are also honored based on the quality of life they offer to residents, the level of resident involvement in community life and the nature of collaborations with other organizations and agencies that contribute to the lives of residents and the larger community.

Moreover, through the COQ Corporate Partners designation, NAHMA recognizes the management companies that are committed to upholding the COQ standards by having at least 50 percent of their property portfolios accepted into the national recognition program.

To date, there are 21 companies that qualify as COQ Corporate Partners including three—Housing Management Resources Inc., PRD Management and Wesley Housing Corporation of Memphis Inc.—that have achieved COQ recognition status for 100 percent of their portfolios. Additionally, NAHMA has 1,585 nationally recognized COQ properties. A [directory](#) for the COQ properties is available on the NAHMA website, www.nahma.org, by clicking on Awards & Contests, and then scrolling through the Communities of Quality dropdown tab.

To implement the smart badge, each corporate partner receives the unique code to paste onto its website. As an added bonus, a separate code for each of the company's COQ properties' websites is also included. When a visitor to the site clicks on the smart badge, a verification certificate will display on the screen.

The smart badges are a way to increase the trust factor of certified COQ participants' websites since the badges prevent unauthorized use of the COQ logo. Additionally, the badges are technology responsive, so they can be viewed regardless of what digital device is used to access the website.

NAHMA is the leading voice for affordable housing management, advocating on behalf of multifamily property managers and owners whose mission is to provide quality affordable housing. NAHMA supports legislative and regulatory policy that promotes the development and preservation of decent and safe affordable housing, is a vital resource for technical education and information and fosters strategic relations between government and industry. NAHMA's membership represents 75 percent of the affordable housing industry, and includes its most distinguished multifamily owners and management companies. Visit www.nahma.org for more information.

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